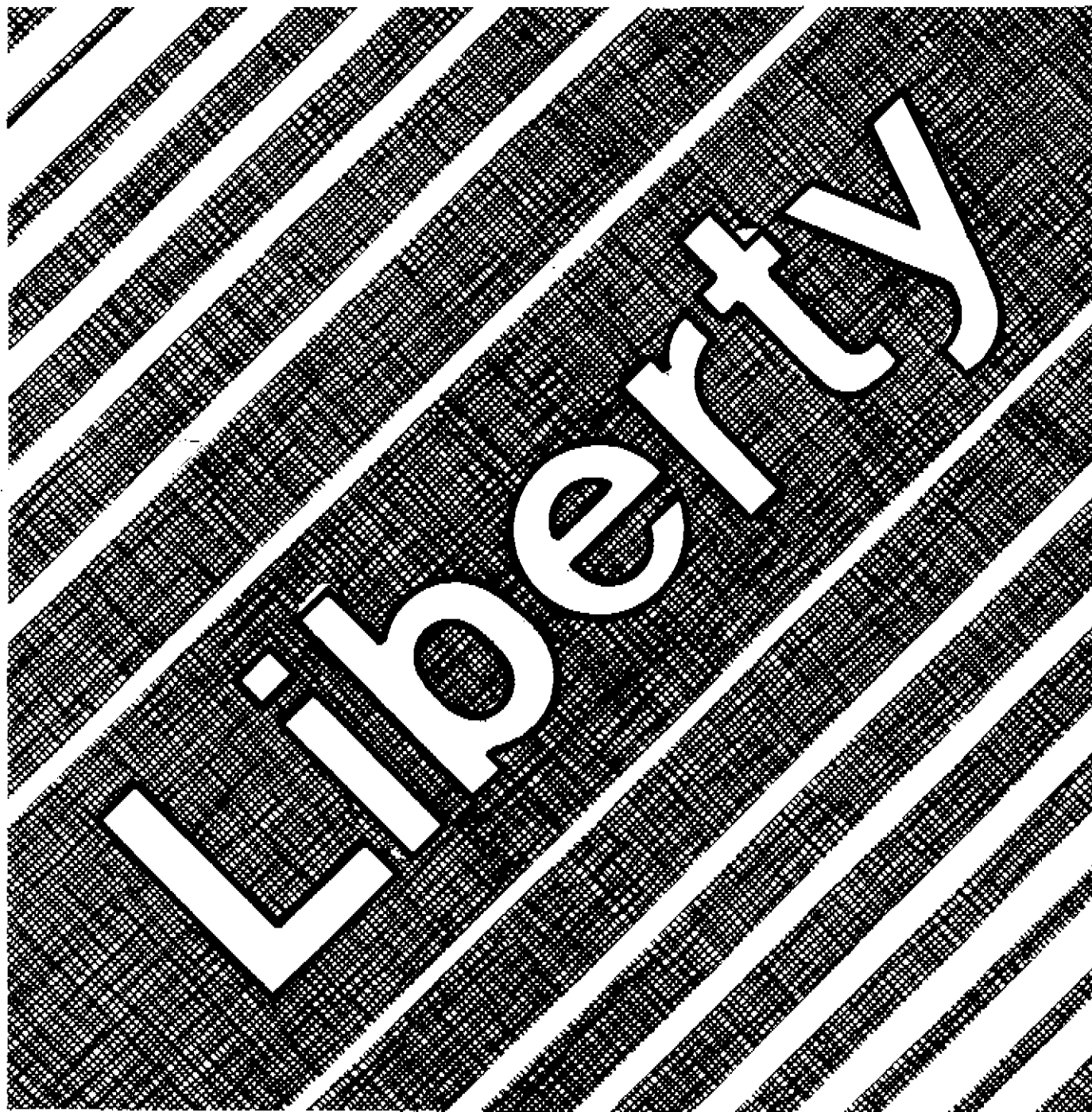


Liberty Road Revitalization Area



1990 Action Plan Update

AS ADOPTED BY
THE BALTIMORE COUNTY COUNCIL
OCTOBER 7, 1991

A plan prepared by the Liberty Communities
Development Corporation, Inc.



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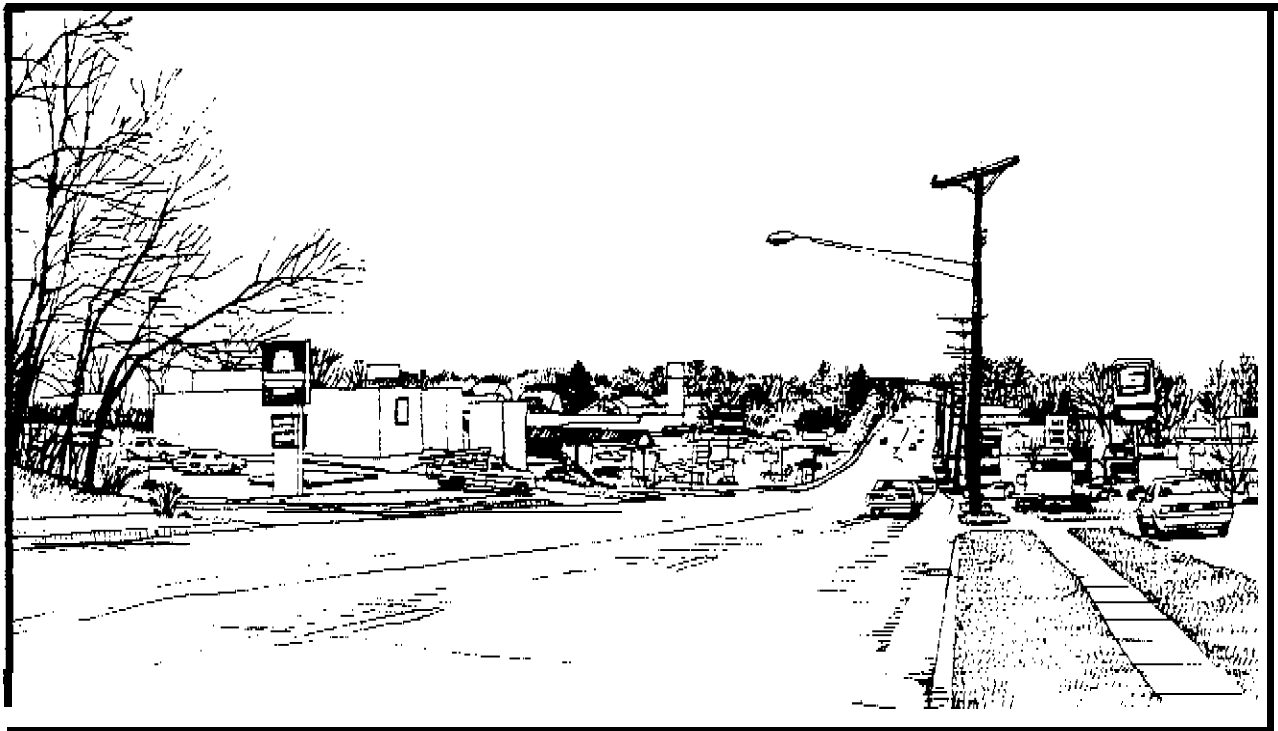
Introduction

In 1980 Baltimore County adopted the original Liberty Action Plan and thereby designated Liberty Road, from the City line to Deer Park Road, from Windsor Mill Road to Winands Road and the Western Maryland Railroad tracks, as a Revitalization Area. This designation along with an attendant commitment of public and private resources has made a clear and positive difference throughout the Liberty Road communities. The local citizens and businesses owe a debt of gratitude to the authors of the original plan and to the past and present County officials for their initial and continued support and involvement.

Over the past decade the implementation of the Action Plan has ushered in an array of accomplishments and improvements. Our mutual successes are attested to by the numerous physical improvements running the length of the road: renovated shopping centers and businesses, office parks, new public facilities and resources, traffic and roadway improvements, signage, landscaping and amenities.

While the appearance of the commercial sector has changed so too have the dynamics impacting upon the corridor changed. The market area, both real and potential, is undergoing continual change

and presents both challenges and opportunities. The pattern of business usages and ownership has changed with a greater degree of franchise or corporate owned stores. An increase in population, traffic and social needs has placed a burden on an aging infrastructure system.



These changes call for new strategies and actions while we must also continue to address long-standing problems and concerns whose solutions remain elusive. The problem of neglect and disinvestment of certain shopping centers and areas requires serious and creative action. The overall appearance of the road needs continued improvement from both the public and private sector. Our communities' image continues to need enhancement to residents, consumers and investors.

This report attempts to present a plan designed to improve Liberty Road's competitive position into the 1990's and beyond. To a great degree the threat of decline has already been pre-empted by effective revitalization strategies. The revitalization momentum should be continued, refined and expanded through cooperative and mutually beneficial actions. The Liberty Communities Development Corporation should coordinate actions which include planning and marketing efforts, development controls and incentives, public services, infrastructure improvements and the continued commitment of the private sector. Many of these recommendations have been previously presented through various sources including the County's Master Plan 1989-2000, Legg Mason's 1989 Baltimore County Economic Forecasts and the Liberty Road Market Study and Economic Analysis. It is a basic goal of this Action Plan to consolidate, refine and augment these recommendations into a single document focusing on Liberty Road.